

W B R U

BROWN UNIVERSITY
PROVIDENCE 12, R. I.

MINUTES FOR

IVY NETWORK CORPORATION BOARD OF DIRECTOR'S

MEETING OF SUNDAY, MARCH 15, 1959

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Gene Kay, Ivy President, opened the meeting at 4:00 P.M.

Present were the following:

WBHU-Brown: Joe Steinfield

WKCR-Columbia: absent

WVBR-Cornell: absent

WHRB-Harvard: Pete Townley

WXPN-Penn: Joe Weisenfeld

WPRB-Princeton: Curt Medina

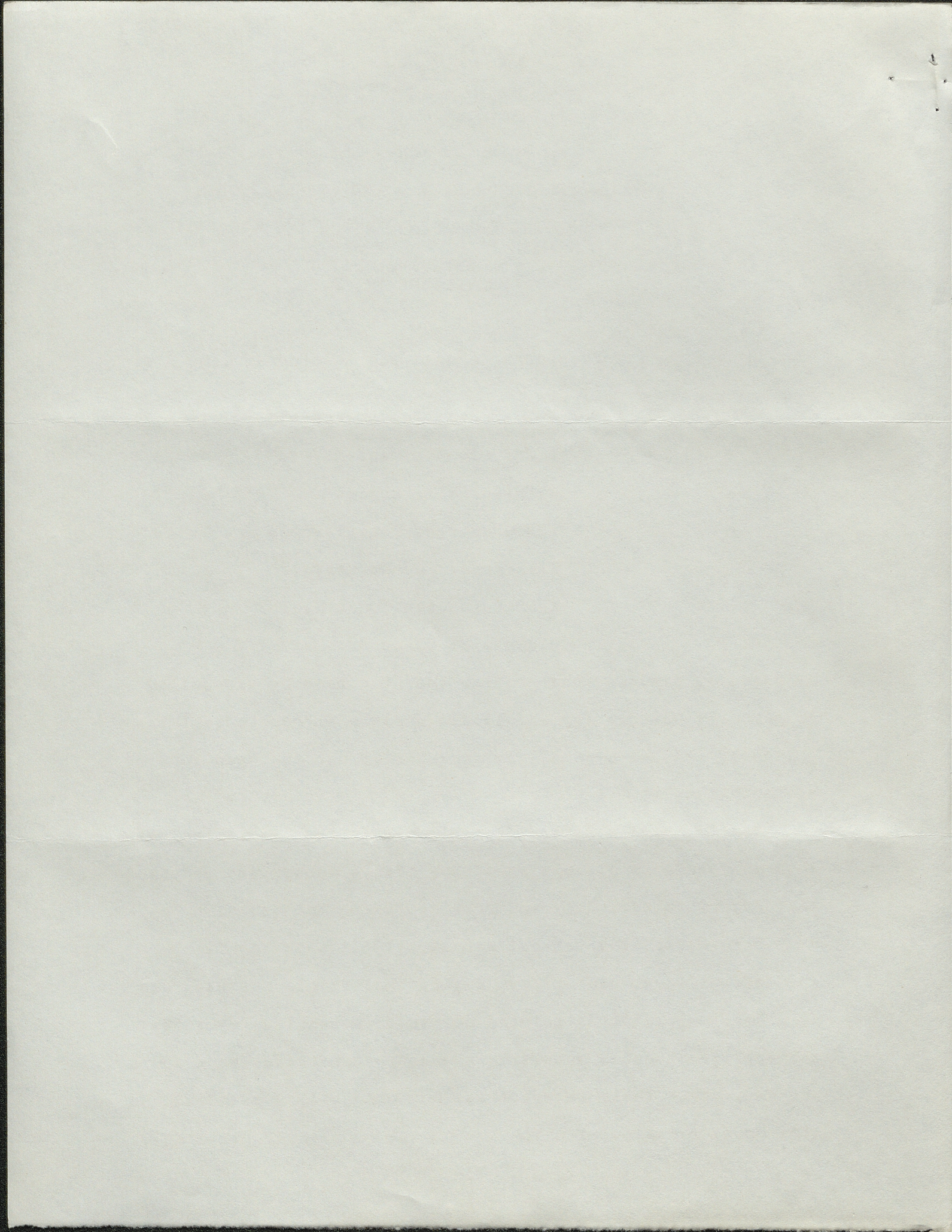
WYBC-Yale: Clint Brooks

He began by exposing the problem that the meeting was called to discuss: whether Ivy should use a national rep to sell its accounts, and, as a corollary, whether or not that rep should be Bob Vance.

Tom Lee read a letter from himself to Gene Kay which both both confessed to his misuse of Ivy office money, and proposed that Ivy use a national rep, that rep being Bob Vance.

Dave Rosen (Ivy General Manager, 1954) took the floor and defended past use of Ivy, saying that it had not been used as a "meal ticket". He pointed out that in selling Ivy spots, the college students sometimes had an ^s in commercial reps could not get, since their interest was not primarily commercial. He did, however, agree with Tom Lee on the problem of personnel.

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Tom Lee reiterated the points made in his letter, and maintained his position. Larry Veit objected to some of the points that Tom Lee made in his letter, but agreed that Bob Vance should not be disregarded. Tom Lee made it known that it is extremely hard to sell college radio.

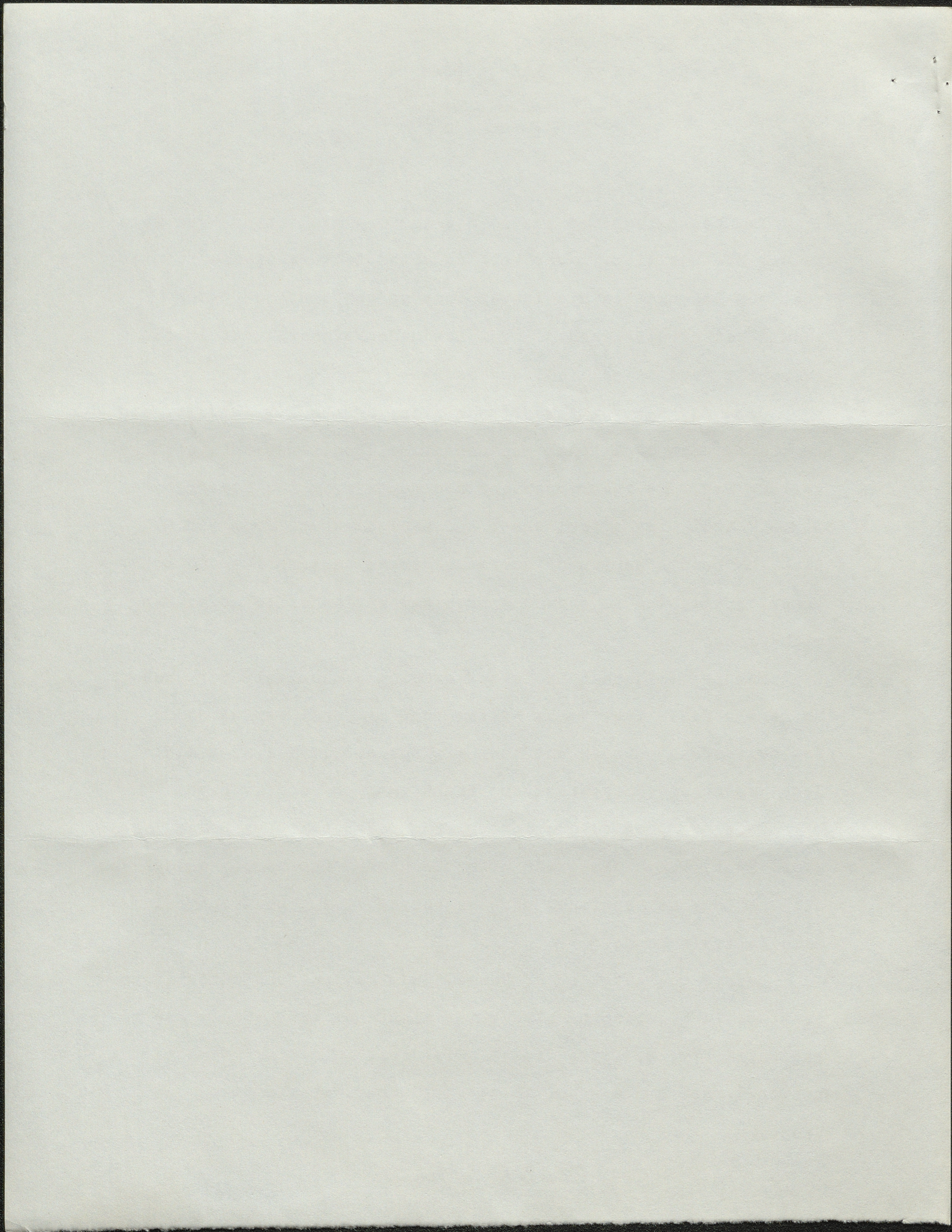
Gene Kay next reviewed the history of the Ivy Network, and mentioned that a national rep cannot sell college radio without selling Ivy. He read important documents from the Ivy files on C.R.C., including a fact sheet and a pitch sheet from C.R.C. Also, he read a series of correspondences between Ivy and Bob Vance, attempting to show the problems and benefits of working with Vance.

Tom Lee said that he is not arguing exclusively for Vance, he merely feels that Vance is the best national rep we could find. Joe Weisenfeld pointed out that Jim Spenser of N.A.S.-G.M.I. (college paper-humor magazine rep) might want to rep for Ivy.

Gene Kay then read a letter from Dan Sobel (Ivy General Manager, 1947) which disagreed with the use of Bob Vance, unless the stipulations he mentioned were exercised, i.e., that control remain in Ivy's hands.

Before the entrance of Vance, Gene Kay pointed out what to consider in questioning him: Vance might not be the only one to represent Ivy, so Ivy's decision is first to decide if we want a national rep, and second, if we want a rep, should it be Bob Vance.

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Bob Vance entered, and gave a short talk, telling what C.R.C. could do for Ivy, and some of the attributes of C.R.C. (see copy of his letter of 3/12/59 for main points). Vance's proposal called for exclusive representation of Ivy for twenty (20) percent of the gross. A question period followed. (These are not quotes).

Kay: Why have C.R.C. sell Ivy?

Vance: C.R.C. is exclusively college radio, and is the only of that kind.

Kay: Can't any station sell college radio itself?

Vance: Why haven't you done it already? The pace is very fast in New York, etc.

Kay: What about F.M.?

Vance: Its "interesting", but not too good yet for national advertising.

Kay: Aren't the other stations you represent unlike ours?

Vance: Yes, but the unity of Ivy is attractive to national advertising

Kay: Again why C.R.C.?

Vance: We go after advertisers who are going after college students (the youth market). Also, the standards of Ivy schools are high.

Brooks-WYBC: Can an advertiser use one college station, or must it be all?

Vance: This varies as to the advertiser's preference. Many other variables enter here, such as size, etc.

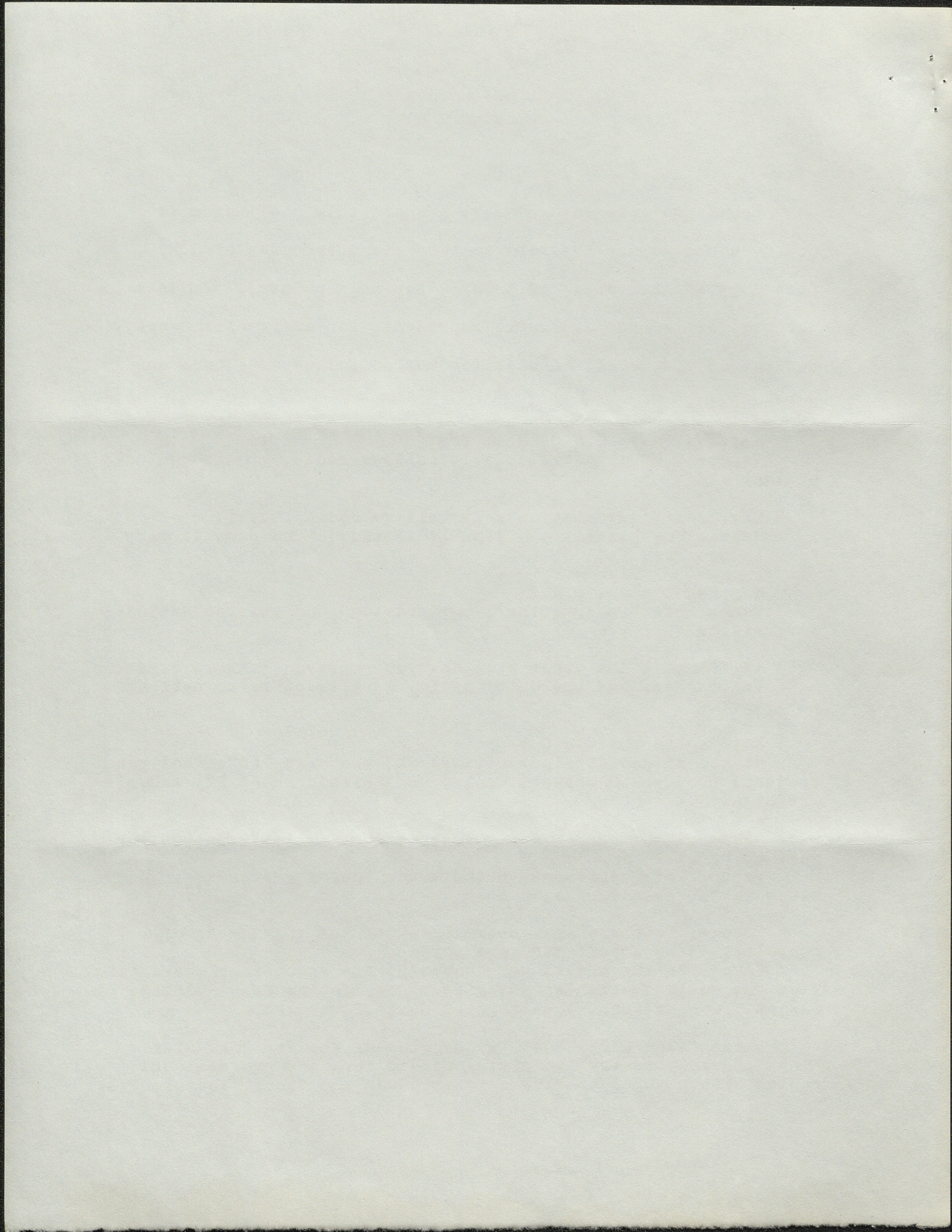
Brooks: Is there an average breakdown of the number of schools that an advertiser goes for?

Vance: On the whole, no. However, the specifications arising from the research that an advertiser does enters here. Smith-Corona, for instance, does a great deal of research.

Weisenfeld-WXPN: What is the size of the New York Staff?

Vance: There are two divisions:-college and professional radio, with a total of five salesmen, and additional secretaries.

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Weisenfeld: Are you selling F.M. now?

Vance: No.

Weisenfeld: Does selling for Ivy benefit you?

Vance: Yes, Ivy would account for about 10 percent of our total billing.

Weisenfeld: Would you deal with the stations directly, or with Ivy?

Vance: It would probably be best to deal with the stations directly, but the decision is Ivy's.

Brooks: Can you get us more sponsors?

Vance: Yes.

Charles Ellis-WYBC: How much money do you estimate you would be able to give to Ivy in 1959-60?

Vance: Approximately \$50,000.

Ellis: How many advertisers do you have?

Vance: 22

Ellis: How much research do you do?

Vance: A great deal. B.B.D.&O does a listenership survey, and there are some additional pulse surveys. We base our cost-per-thousand weekly and daily market figures on these results.

Ellis: Would you represent us for less than 20 percent?

Vance: No, this would not be fair to the other stations.

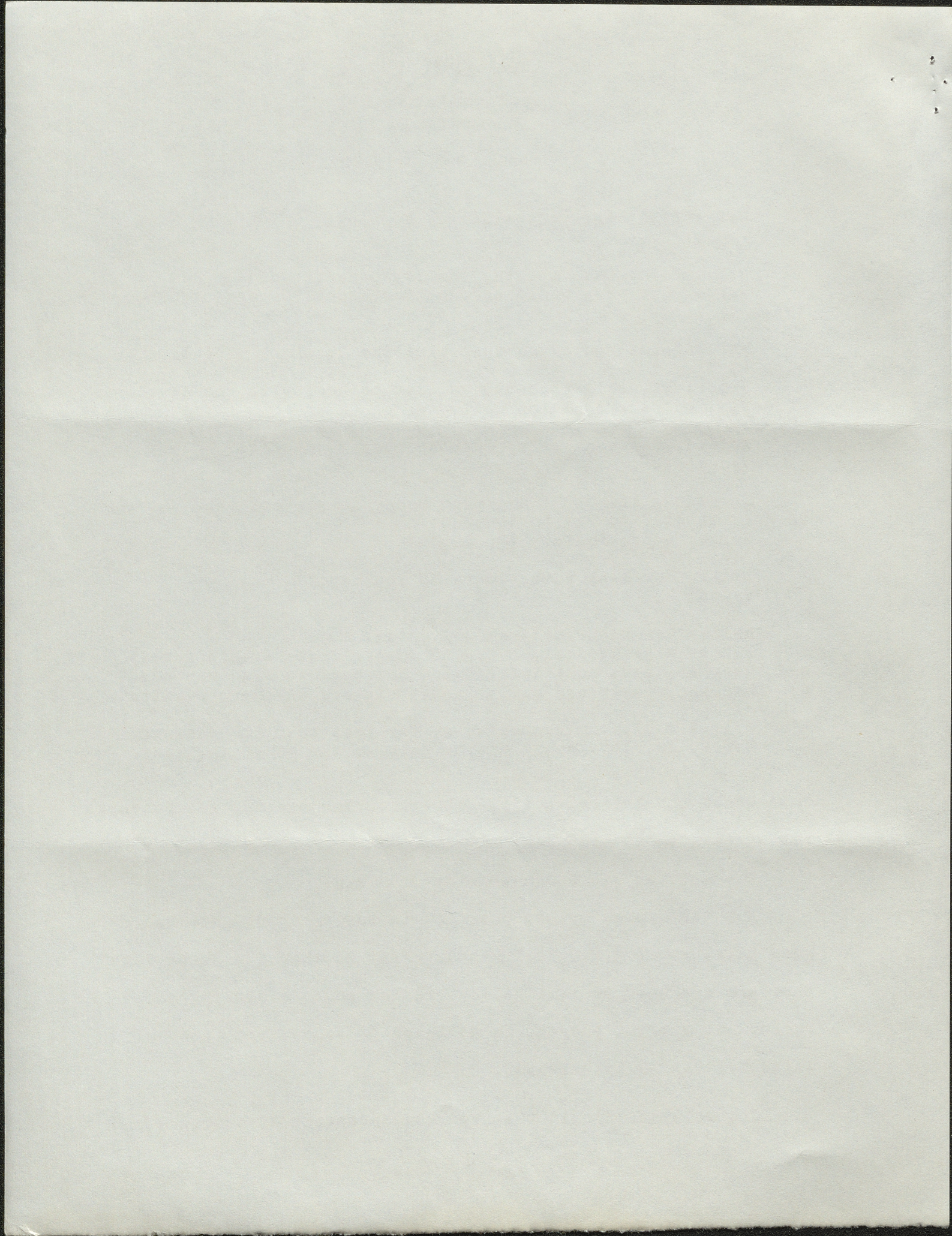
This ended the interview with Bob Vance. The meeting was recessed for 45 minutes at 6:45 P.M.

The meeting was reconvened at 7:38 P.M.

Tom Lee summed up his position in saying that Vance had a good point about C.R.C. being better for us than N.A.S. because they are ~~equipped to~~ sell college radio, and are working on a radio, not a print budget. He believes in Vance, and does not think Ivy can solicit itself.

Joe weisenfeld said that we should contact other reps, and

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make the decision about whether we want a national rep at all. More information about national reps in general reps ~~being~~ must be procured. Gene Kay said that he would do this in time for the Spring Convention.

Tom Lee said that the office could limp along for a year, if necessary, but that there was no one to run the office.

Charley Ellis asked if Tom Lee would be willing to stay on for a month to run things. He answered that he would. Gene Kay closed the meeting by stating that he would keep a tighter control on the Network office, and would work with the following points.

- A.) Ivy does not have a national rep, and must work to perpetuate itself.
- B.) Ivy is interested in obtaining more information about national reps.

The meeting was adjourned at 7:58 P.M.

Respectfully submitted,

Jim Miller
Acting Recording Secretary

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